

AMENDMENTS OF THE CLAIMS

1. (Previously Presented) A television schedule system configured with an electronic program guide (EPG) database, the system comprising:

a receiving location for receiving a first television channel and a second television channel, wherein the first television channel provides regularly unscrambled television programs and the second television channel provides regularly scrambled television programs;

a detector coupled to a processor for monitoring the second television channel to detect whether the second television channel is received without scrambling;

the processor configured to:

display program listings including a first program listing associated with the first television channel;

determine based on an indication received from the detector that the second television channel is received without scrambling by a user that is a non-subscriber to the second television channel; and

modify the displayed program listings to include a second program listing associated with the second television channel in response to determining that the second television channel is received without scrambling.

2. (Previously Presented) The system of claim 1, wherein modifying the displayed program listing to include the second program listing associated with the second television channel includes turning ON the second television channel.

3-4. (Cancelled)

5. (Previously Presented) The system of claim 1, wherein the processor is configured to modify the displayed program listings based on the output of the detector.

6. (Canceled)

7. (Previously Presented) The system of claim 1 further comprising a display for displaying a portion of the program listings in a guide format.

8. (Previously Presented) The system of claim 7, wherein the display further displays a promotional message in the guide for informing a viewer that the second television channel is received without scrambling.

9. (Previously Presented) The system of claim 8, wherein the promotional message is visually distinguished from the program listing associated with the television channel that provides regularly unscrambled television programs.

10. (Previously Presented) The system of claim 8, wherein the portion of the display including the second program listing is displayed upon user selection of the promotional message.

11. (Previously Presented) The system of claim 1, wherein the processor further adds the second television channel into a list of displayed channels.

12. (Previously Presented) The system of claim 1, wherein the processor further transmits an order to subscribe the user to a service provider of the second television channel.

13. (Currently Amended) A method for operating a television schedule system configured with an electronic program guide (EPG) database, the method system comprising:
 ~~a receiving location for~~ receiving a first television channel and a second television channel, wherein the first television channel provides regularly unscrambled television programs and the second television channel provides regularly scrambled television programs;
 [[and]]

~~a processor configured to:~~

displaying ~~display~~ program listings including a first program listing associated with the first television channel;

monitoring the second television channel to detect whether the second television channel is received without scrambling;

determining ~~determine~~ that the second television channel is received without scrambling by a user that is a non-subscriber to the second television channel; and

modifying ~~modify~~ the displayed program listings to include a second program listing associated with the second television channel in response to determining that the second television channel is received without scrambling.

14. (Currently Amended) The method ~~system~~ of claim 13, wherein modifying the displayed program listing to include the second program listing associated with the second television channel includes turning ON the second television channel.

15. (Currently Amended) The method ~~system~~ of claim 13, wherein the ~~processor is configured to modify the~~ displayed program listings are modified based on the determination that the second television channel is received without scrambling ~~output of the detector~~.

16. (Currently Amended) The method ~~system~~ of claim 13, further comprising receiving ~~wherein the processor receives~~ data from a service provider indicating the periods during which one of the regularly scrambled television programs will be received without scrambling.

17. (Currently Amended) The method ~~system~~ of claim 13 further comprising a ~~display for~~ displaying a portion of the program listings in a guide format in a display.

18. (Currently Amended) The method ~~system~~ of claim 17, ~~wherein the display~~ further comprising displaying ~~displays~~ a promotional message in the guide for informing a viewer that the second television channel is received without scrambling.

19. (Currently Amended) The method ~~system~~ of claim 18, wherein the promotional message is visually distinguished from the program listing associated with the television channel that provides regularly unscrambled television programs.

20. (Currently Amended) The method ~~system~~ of claim 18, wherein the portion of the display including the second program listing is displayed upon user selection of the promotional message.

21. (New) The system of claim 1, wherein the detector monitors the second television channel while the second television channel is scrambled.

22. (New) The system of claim 1, wherein the detector generates the indication that the second television signal is received without scrambling.